



LUXURY LIMOUSINE SERVICE

OFFICE OF THE CITY CLERK
LICENSE DIVISION
200 E. WELLS ST., ROOM 105
MILWAUKEE, WI 53202
(414) 286-2238
Email: license@milwaukee.gov
Website: www.milwaukee.gov/license

PERMIT REQUIRED: No luxury limousine service vehicle may operate for hire upon the streets of the city of Milwaukee without first obtaining a permit and a current inspection sticker.

LUXURY LIMOUSINE means a category of for-hire, unmetered, unmarked ground transportation vehicles regularly engaged in the business of carrying passengers on a prereserved basis only and which meets either a stretched limousine or executive sedan classification definition.

See s.100-3-11, MCO, for classification definitions.

See form ccl-199zz: *List of Approved Vehicles* for a list of vehicle makes and models which have been approved to operate as luxury limousines under the executive sedan classification, s. 100-3-11-b, MCO.

LICENSE PERIOD: Biennial; May 1 – April 30, expiring in odd-numbered years.

APPLICATION: Return completed application to the License Division, City Hall, 200 East Wells Street, Room 105, Milwaukee, WI 53202. The application must be notarized. (*A \$.50 fee will be charged for applications notarized by the License Division. You must be present to have your application notarized.*)

LICENSE FEE: \$150; payable at the time of application. Make check payable to:
City of Milwaukee.

LETTER OF INTENT: The applicant shall submit with the permit application the attached “*LETTER OF INTENT*” stating his/her intention to (a) purchase a vehicle which meets either the stretched limousine or executive sedan classification definition, (b) secure the proper amount of automobile liability insurance, and (c) satisfy all the requirements of ch. 100, MCO.

In the event the City Clerk determines that your application for a public passenger vehicle permit for a luxury limousine does not meet the definition of luxury limousine under the executive sedan classification, s. 100-3-11-b, MCO, no permit will be issued unless the applicant requests, in writing pursuant to s. 100-66-2, MCO, a hearing before the Public Safety Committee relating to an appeal of the City Clerk’s determination.

See form ccl-199a3: *Executive Sedan Appeal Form* to appeal City Clerk’s determination.

The form must be completed in entirety and submitted with required documentation to the License Division no more than 10 working days after the date on which you were notified of the City Clerk’s determination.

INSURANCE: Applicants must submit and have approved prior to issuance of the permit proof of financial responsibility.

Proof of financial responsibility may be shown in any of the following ways:

1. A \$100,000 surety bond.
2. An insurance policy providing \$50,000 for any one person injured or killed, and subject to such limit for each person, and a total liability of \$100,000 in case of one accident resulting in bodily injury or death to more than one person. Coverage of \$10,000 for personal property must also be included.
3. A \$100,000 deposit in escrow with the Milwaukee City Clerk’s office.

POLICE DEPARTMENT: All new permit applicants whose fingerprints are not on file with the police department must report to the Police Administration Building between the hours of 6:00 AM AND 6:00 PM, 951 N. James Lovell Street (7th St), Room 305 to be fingerprinted. If you have previously been fingerprinted by the Milwaukee Police Department, call (414) 935-7281 to determine whether your fingerprints are still on file. *Renewal applicants do not need to be re-fingerprinted by the police department.*

PROCESSING: Please allow 4-6 weeks for the entire process of obtaining your permit. The Milwaukee Police Department will conduct a background investigation based on the fingerprints you submit. When the results of the investigation are submitted to the License Division, your permit application will be scheduled before the Public Safety Committee, which generally meets once a month with the exception of August when there are no meetings.

If you need to attend the meeting, you will receive a written notice prior to the meeting.

Following the meeting of the Public Safety Committee, the recommendation of Committee will be forwarded to the full Common Council for action.

If your license is recommended for approval by the Public Safety Committee and granted by the Common Council, you will receive a letter indicating the final steps you must complete in order to receive your permit.

You will have 120 days from the date your license is granted to submit to the License Division the following items:

1. A copy of the current registration for your vehicle.
2. Proof of financial responsibility. If insurance is used, it must provide the vehicle year, make, and vehicle identification number. *(Vehicles which are not licensed by the city of Milwaukee are not permitted to be listed on the insurance certificate.)*

3. A copy of the lease agreement if the vehicle is leased.
4. The letter sent to you by the License Division after the Common Council granted your permit.

Note: Items 1, 2 & 3 above **MUST** be in the name of the legal entity licensed by the City. Example: If the license will be issued to "ABC Limousines, Inc.", the documents must read "ABC Limousines, Inc.", *not* "John Doe DBA ABC Limousines," or if the license will be issued to "John Doe", the documents must read "John Doe" *not* "ABC Limousines." *(The legal entity cannot be changed after the license has been granted by the Common Council.)*

When the applicant submits items 1 through 4 to the License Division, the letter will be approved and the applicant will be allowed to take the vehicle to inspection by the Milwaukee Police Department. Once the inspection is completed, the inspection slip must be submitted to the License Division and the permit will be issued.

Per city ordinance, the permit must be "conspicuously and prominently displayed" in the vehicle at all times. A rate card provided by the city must also be displayed.

REFUNDS: If the applicant withdraws the application or is not granted a permit, upon written request, \$75 of the fee may be refunded.

LIMOUSINE DRIVERS: Every person driving a limousine in the City of Milwaukee must be licensed as a public passenger vehicle driver. Please contact our office for driver applications.

**ORDINANCES GOVERNING LIMOUSINE SERVICES
ARE LOCATED IN CHAPTER 100
OF THE MILWAUKEE CODE AND MAY BE VIEWED
ONLINE <http://www.milwaukee.gov/ordinances>
or purchased from the Legislative Reference
Bureau in City Hall, Room B-11.**



PUBLIC PASSENGER VEHICLE PERMIT LUXURY LIMOUSINE APPLICATION

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV

Check ☒ one:

- ☐ Individual or ☐ Partnership (Fill out Section A, B, & D)
☐ Corporation or LLC (Fill out Section B, C, & D)

A	INDIVIDUAL OR PARTNERSHIP:	
	Full Name (Last, First & Middle Initial)	Partner #2 Full Name (Last, First & Middle Initial)
	Home Street Address:	Home Street Address:
	Home City, State, Zip Code:	Home City, State, Zip Code:
	Home Phone Number: () -	Home Phone Number: () -
B	Date of Birth:	
	Business Name:	Business Phone Number: () -
	Business Address (include City, State, Zip Code):	
Has anyone on this application been convicted of violating any federal laws, state or local ordinances? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, list name of person, date of conviction, charge and penalty: _____ _____		
C	Full Name of corporation or limited liability company:	
	<i>Agent:</i>	
	Full Name (Last, First & Middle Initial):	
	Home Address (include City, State & Zip Code):	
	Home Phone Number: () -	Date of Birth:
	<i>President/Member</i>	<i>Vice President/Member</i>
	Full Name (Last, First & Middle Initial):	Full Name (Last, First & Middle Initial):
	Home Street Address:	Home Street Address:
	Home City, State, Zip Code:	Home City, State, Zip Code:
	Home Phone Number: () -	Home Phone Number: () -
Date of Birth:		

OVER

C Cont.	<i>Secretary/Member</i>		<i>Treasurer/Member</i>	
	Full Name (Last, First & Middle Initial):		Full Name (Last, First & Middle Initial):	
	Home Street Address:		Home Street Address:	
	Home City, State, Zip Code:		Home City, State, Zip Code:	
	Home Phone Number: () -		Home Phone Number: () -	
	Date of Birth:		Date of Birth:	

D	Description of Vehicle			
	Luxury Limousine Classification: (Check <input checked="" type="checkbox"/> one) <input type="checkbox"/> Stretched Limousine <input type="checkbox"/> Executive Sedan See s. 100-3-11, MCO, for luxury limousine classification definitions.			
	Body style: (Check <input checked="" type="checkbox"/> one) <input type="checkbox"/> Limousine <input type="checkbox"/> 4-Door Sedan <input type="checkbox"/> 2-Door Coupe <input type="checkbox"/> Van <input type="checkbox"/> Wagon <input type="checkbox"/> Sport Utility <input type="checkbox"/> Other _____			
	Year:	Make:	Model:	Rear-seating capacity:
	Vehicle ID Number (VIN):		License Plate Number:	
	1. The undersigned agrees to inform the City Clerk within 10 days of any substantial changes in the information provided in this application. 2. The undersigned shall not willfully refuse to provide the services offered under this license, or refuse to employ, or discharge any person otherwise qualified because of race, color, creed, sex, national origin or ancestry; and not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information. 3. The undersigned understands that this application does not entitle the applicants to a license and that the granting of licenses is solely in the discretion of the Common Council.			
	Rate of Fares			
	_____ _____ _____			

I have knowledge of the City Ordinances currently regulating the permit applied for herein; understand that the permit may be subject to suspension, non-renewal or revocation if I violate any rule or regulation relating to public passenger vehicles; and, being duly sworn under oath, depose and say that I am the person named above and that all statements made in the foregoing application are true and correct.	
SUBSCRIBED AND SWORN TO BEFORE ME THIS _____ day of _____, 20____ _____ Notary Public, State of Wisconsin My commission expires _____	_____ Individual/Agent of Corp or LLC/Partner _____ Pres of Corp/Member of LLC/Partner _____ Sec of Corp/Add'l Members/Partners

Office Use Only:

Initials: _____ Transaction #: _____ Filed: _____ Permit #: _____

Granted: _____ Issued: _____ ☐ Approved Vehicle ☐ Unapproved Vehicle



Milwaukee

PUBLIC PASSENGER VEHICLE LETTER OF INTENT

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV
WWW.MILWAUKEE.GOV/LICENSE

TO: PUBLIC SAFETY COMMITTEE

I, _____, do hereby state that in the event that I
PRINT NAME OF APPLICANT

am granted a public passenger vehicle permit for the following service:

(Check ☒ one)

- | | | |
|--|---|--|
| <input type="checkbox"/> Taxicab | <input type="checkbox"/> Horse and Surrey | <input type="checkbox"/> Luxury Limousine |
| <input type="checkbox"/> Pedicab | <input type="checkbox"/> Shuttle Vehicle | <input type="checkbox"/> Handicapped-Elderly Vehicle |
| <input type="checkbox"/> Motorcycle with Sidecar | | |

I intend to perform all of the following:

- (a) Purchase a proper vehicle. In the case of luxury limousine, a vehicle must meet either the stretched limousine or executive sedan classification definition pursuant to s. 100-3-11, MCO; and
- (b) Secure the proper amount of automobile liability insurance pursuant to s. 100-53-1, MCO; and
- (c) Satisfy all other requirements of ch. 100, MCO.

Signature of Applicant: _____

Print Name as signed above: _____

SUBSCRIBED AND SWORN TO BEFORE ME:

This ____ day of _____, 20 ____

Notary Public, State of Wisconsin

My commission expires: _____

OFFICE USE ONLY

Initials: _____ Transaction #: _____ Date: _____

STATEMENT OF STOCK OWNERSHIP – VEHICLE LICENSES

ccl-199b (8/05)

This statement is required of all Corporations or Limited Liability Companies applying for a Vehicle License in the City of Milwaukee. All persons who individually own 10% or more of the Corporation's/LLC's total or voting stock, or proxies for that amount of stock, together with the amount of stock and/or proxies held by each such person or persons, must be listed below.

Name of Corp or LLC _____

Corp or LLC Address _____ City, State & Zip _____

STOCKHOLDERS

Full Name (First, Middle & Last)	Home Address (Not business or office)	City, State, & Zip	Date of Birth	Percentage of Shares Held
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_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

(if more space is required, attach additional sheets)

We understand that transfers of stock must be reported to the City Clerk within 48 hours after such transfer.

Subscribed and sworn to before me this

_____ day of _____, 20____

Notary Public, State of Wisconsin

My Commission Expires _____

Signature of Agent

Signature of President/Member of LLC

Signature of Secretary/Member

NOTE: A penalty is provided for submitting false statements or affidavits – Per the Milwaukee Code of Ordinances.



**City
of
Milwaukee**

ccl-199zz (05/06)

LUXURY LIMOUSINE LIST OF APPROVED VEHICLES

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV

Provided below in alphabetical order by make and model is a list of vehicles which have been approved to operate as luxury limousines under the executive sedan classification, s. 100-3-11-b, MCO.

Make	Model
Cadillac	Deville/DTS
Cadillac	Fleetwood/Brougham
Chevrolet	K1500 Suburban
Chrysler	300
Hummer	H1/H2
Lincoln	Continental
Lincoln	Navigator
Lincoln	Town Car
Mercedes-Benz	S-Class

Vehicles not approved to operate as luxury limousines may be permitted if approved pursuant to s. 100-66-2, MCO. The list of vehicles will be updated in the event additional makes and models of vehicles are approved.

Last Updated 05/31/2006